



BC Care
Providers
ASSOCIATION

EngAgeBC



2022 ANNUAL REPORT

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The office of BC Care Providers Association & EngAge BC is located on the traditional territory of the Musqueam, Squamish and Tsleil-Waututh Nations. We are grateful to live, learn and work on these shared lands.

INTRODUCTION FROM KAREN BIGGS INTERIM BOARD PRESIDENT

To our valued BCCPA & EngAge BC members:

It gives me great pleasure to present to you the BC Care Providers Association (BCCPA) and EngAge BC 2022 Annual Report.

During my 41 year career in serving seniors, I have watched our association grow from its humble beginnings as BC Pri-Care, an organization representing a small number of operators including some private hospitals and care home owners (including my mother-in-law with Ed Helfrich at the lead), to what it is today – a vibrant, respected association representing 450 organizations spanning the seniors' living and care continuum.



Our membership now includes long-term care (including non-profit operators), assisted living, independent and supportive living, home health operators, commercial members and associate partners.

Our sector is beginning to heal from the tragic consequences of the COVID-19 pandemic — which we were ill-equipped and unprepared to manage, but we have far to go to obtain the resources we need to provide the care and services that our residents, their families and our staff deserve. I am proud of the BCCPA and EngAge BC Board of Directors, staff and CEO, Terry Lake. I'm especially proud of the exceptional efforts made on the continuing health human resource crisis, one of the most pressing challenges to face operators and seniors to date.

The information provided in this Annual Report, the Association's advocacy, engagement, and programs, are making an invaluable contribution to older adults from all around our province.

As I look towards my retirement in December 2022, I would like to personally thank each and everyone of you for the role you play in providing services to seniors and wish you well as you continue to serve. It has been a privilege to work on your behalf with Daniel Fontaine and Terry Lake as BCCPA's CEOs and our newly departed to politics Mike Klassen as our Communications frontman.

Sincerely,

Karen Biggs, RN. BScN, MHA, CHE, FCCHL

MESSAGE FROM CEO TERRY LAKE

In our 2021 Annual Report I said BCCPA and EngAge BC was looking forward to a positive post-pandemic world, and while COVID-19 and its impacts are not over, we have seen a more normal world in the seniors living and care sector. We held a very successful in-person conference in Whistler in early June and attendees were delighted to be able to come together to learn and celebrate the great work that they do. Many thanks to our sponsors who have been so supportive at a time when they could not easily get their message to an audience.

We have been able to visit with our members on site including hosting Canada's Minister of Seniors, the Honourable Kamal Khera at Elim Village in Surrey. Over the last year, advocacy with all levels of government such as this, has resulted in a larger EquipCare fund in 2022, more training programs for care aides and, for the first time, recreation aides. We have also successfully advocated for coverage of COVID costs for long-term care and assisted living operators and have begun our discussions with the provincial government on a new funding formula for long-term care.

EngAge BC is gaining momentum with more active members, including more Assurity participants in both independent living and home health. Our very first Seniors Living Expo and Job Fair was held November 5-6th at the Vancouver Trade and Convention Centre and while weather impacted turnout on Day Two, participants remarked on the high quality of contacts, with the public and potential employees.

We continue to be the trusted voice of B.C.'s seniors living and wellness sector, sought out by media outlets and thought leaders.

We are thankful for each of our members, who enable us to do the work we do, and look forward to another year supporting you to provide the best care and support possible.

Sincerely,



Terry Lake
CEO, BCCPA & EngAge BC



“Thank you to our members and sponsors for supporting BCCPA and EngAge BC as the leading voice of the seniors' living and continuing care sector.”

BOARD OF DIRECTORS



Karen Biggs, Interim President



Riz Gehlen, Secretary Treasurer



Aly Devji, Past President



Erin Beaudoin



Wendy Calhoun



Christine Elliott



Angela Grottoli



Erroll Hastings



David Hurford



Al Jina



Lisa Kelly



Ann Marie Leijen



Gavin McIntosh



Michael Neumann



Ron Pike



Elaine Price



Marc Kinna

OUR STAFF



Terry Lake



Cathy Szmaus



Snezana Ristovski



Rebecca Frederick



Lara Croll



Marife Sonico



Marjahn O'Connor



Andrea Mameri



Cristine Liu



Christopher Whyne



Jamie Lozano



Abhijeet Singh



Jessica Whitecotton



Hayley Morrin



Melike Bilgin

**Thank you to Mike Klassen, Cora Schupp, Farhad Jafari and Jessica Wang for their contributions throughout 2022*

A close-up photograph of several hands in business attire writing on various documents and forms. The image is overlaid with a semi-transparent blue filter.

Mission

We support our members to provide safe, high quality of life to seniors accessing seniors living, care, and support services through research, education, advocacy and partnerships.

A photograph showing multiple hands of different ages and skin tones clasped together in a supportive grip. The image is overlaid with a semi-transparent orange filter.

Vision

To be the leading expert and innovator in British Columbia, shaping the future of independent living, care, and support service for seniors.

A photograph of a young woman with long dark hair and an older man with glasses and a mustache looking at a tablet together. The image is overlaid with a semi-transparent green filter.

Values

We conduct our activities in a collaborative manner with respect, integrity and transparency and strive at all times to be responsive to our members.

MEMBERSHIP AT A GLANCE

**Thank you for being a member.
Together we can strengthen the
seniors living and care sector.**

**Our Association's membership has grown by over five per cent
this fiscal year.**

BCCPA & EngAge BC currently represents:

165

Service provider sites, which fall under BCCPA's
mandate, including long-term care and assisted living

129

Sites and organizations which fall under EngAge BC's
mandate, including home health and independent
living members

147

Commercial members

13

Associate members

Thank you to our Membership Engagement Committee:

Aly Devji (current Chair) Langley Lodge

David Hurford (past Chair), Three Links Care Centre

Riz Gehlen, Care Free Manor

Christine Elliott, Park Place Seniors Living

Brent Glasgow-Brown, SE Health

EVENTS

2022 saw the return of in-person events and the joys of coming together again.

BC Care Awards | February | Victoria

Members, stakeholders, and elected officials gathered at the beautiful Empress hotel to celebrate the winners of the 8th Annual BC Care Awards presented by the Honourable Adrian Dix, Minister of Health. New for 2022, the Family Champion of the Year award was awarded to broadcaster Lynda Steele.

Award winners then participated in a Delegate Day to the B.C. Legislature where they met with members of the NDP, Liberal, and Green party caucuses and were recognized in the house during Question Period.



Annual Conference | Up, Up, and Away | June | Whistler

Over 500 attendees returned to the Fairmont Chateau Whistler for B.C.'s seniors living and care sector's largest tradeshow and conference. Over three days, attendees reunited with old friends and connected with new ones in the tradeshow, conference sessions, and at the networking evening events.



“In the months of preparation, the staff at BCCPA were responsive, helpful and you could feel that they wanted to make sure everyone got the most out of the event. There was plenty of time and encouragement to go to the trade show. The layout was fantastic, food was delicious and varied.... content was interesting, inspiring, keynote speakers were well chosen. We kept hearing that this was one of the very best long-term care events in the country and I can absolutely believe it!”

EVENTS



Care to Chat | Season 10 | Vancouver

In October, Care to Chat Season 10 kicked off with our first in-person session since 2020 and titled ***Should I Stay or Should I Go? Tips for Employers to Retain Valued Team Members***. The conversations flowed at the tables and on-stage in a way that could not have been replicated virtually.

Member Education & Webinars

Lunch + Learn

BCCPA also continued to stay connected with members virtually through our Lunch + Learn webinar series, offered staff from member organizations access to high quality, interactive educational opportunities on a wide range of themes, including:

- Design considerations for post-pandemic investments into care spaces
- Oral healthcare for LTC residents
- Hand-in-hand dollars and energy savings
- Strategies for reducing labour, staff absenteeism, and pathogens
- Power generation and cooling systems
- Implementing Paid Sick Leave in Seniors' Care & Living
- Single-step union certification: What employers need to know!

Thank you to our Events and Recognition Committee members:

Wendy Calhoun (Chair), Kaigo Senior Living
Hendrik Van Ryk (Past Chair), H&H Total Care Services
Lance Bennewith, Willingdon Care Centre
Karen Biggs, Menno Place
Danny Birch, Hero Home Care

Aly Devj, Langley Lodge
Ann Marie Leijen, Maplewood Care Society
Jared Bepalko (Title Sponsor Rep), Handicare
Gavin Dhanoi (2022/23 Commercial Rep), HME Home Health Ltd.
Rick Smith (2021/22 Commercial Rep), Care Rx Corporation



Seniors Living Expo & Job Fair

Celebrating Canada's Older Adults

November 5-6, 2022 | Vancouver Convention Centre

EngAge BC held its inaugural Seniors Living Expo for older adults (65+) and their loved ones to explore the very best seniors living and wellness options. Held at the Vancouver Convention Centre East, older adults and their families spent the day learning more about seniors' services, programs, products, living options available to them. Some highlights included:

- Job Fair
- Visit from Parliamentary Secretary for Seniors' Service and LTC, Mable Elmore
- Route 65 booth
- Speakers
- Personal stories of attendees



HEALTH HUMAN RESOURCES (HHR)

Staffing shortages represent an existential crisis for our service providers. The Association has made HHR a primary focus of its advocacy through the following actions:

Provincial HHR Strategy

In 2022, BCCPA successfully advocated for a refreshed provincial health human resource strategy, which outlined a unified approach to address B.C.'s shortage of qualified healthcare professionals. The plan included notable commitments such as:

- ▶ Additional funded training seats for the Health Career Access Program;
- ▶ A commitment to optimize the scope of practice for nursing and allied health professionals;
- ▶ Continued funding for wage equalization; and
- ▶ A multi-faceted program to raise the profile of healthcare careers among high school students.



Expedited Licensure for Internationally Educated Health Care Professionals

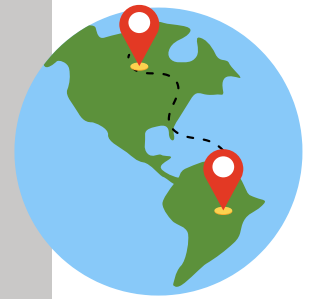
In 2022, BCCPA continued its partnerships with the Immigrant Employment Council of BC (IEC-BC) to streamline the employment process for internationally educated workers through the FAST (Facilitating Access to Skilled Talent) program, and met monthly with the BC College of Nurses (BCCNM) to support Triple Track expedited pathway for IENs. Learn more at www.ltcbc.org.

HEALTH HUMAN RESOURCES (HHR)

Immigration Pathways & Work Permits

Over the past year, BCCPA's leadership team has successfully advocated for more streamlined pathways to employment and residency for internationally trained health care professionals, including:

- ▶ A made-in-British Columbia immigration pathway for healthcare professionals;
- ▶ Expanded eligibility under the federal Express Entry system to include Health Care Assistants;
- ▶ An increased ability for healthcare employers to hire via the Temporary Foreign Worker Program; and
- ▶ More flexible work permits for international students.



Healthcare Education & Training

With funding from the Ministry of Advanced Education and Skills Training, BCCPA expanded its training offerings in 2022 to include three vocational programs: (a) health care assistant; (b) recreation assistant; and (c) the home and independent living training program.

Thank you to our Health Human Resource Committee

Erroll Hastings, Zion Park Manor (Chair)
Hendrik Van Ryk, H&H Total Care
Lisa Kelly, Sienna Seniors Living
Erin Beaudoin, Eden Gardens
Rene Koerner, Revera
Rebecca Jarvis, Pro-Administration

Karen Foster, GVCSS
Michael Aikins, Arrowsmith Lodge
Gayle Anton, Baptist Housing
Wendy Scott, Nurse Next Door—Burnaby
Denise May, Broadmead Care

POLICY & RESEARCH

1. Budget Submission

BCCPA and EngAge BC's 2022 budget submission outlined a vision to respond to meet the needs of Canada's aging population by promoting quality of life and quality of care. The five recommendations addressed the following issues:

- i. Funding formula for long-term care
- ii. Health workforce development
- iii. Capital funding for new long-term care beds
- iv. Climate change mitigation, including floods, fires and heatwaves
- v. Quality of life programming for older adults



2. AGM Policy Motions

BCCPA and EngAge BC's 2022 policy motions were adopted by our membership at the annual general meeting (AGM). The motions called for:

- i. Investments in preventative housing models including independent living
- ii. A new and improved funding model for long-term care
- iii. Additional funding for equipment items through EquipCare BC
- iv. Quality of life programming for older adults

3. National Standards for Long-Term Care

As Canada looked to create new national standards for the long-term care sector in 2022, BCCPA advocated for additional funding and resources to ensure that care homes can meet new and enhanced standards for our sector.

4. Funding Model Reform

While the work is still ongoing at the time of publication, BCCPA worked closely with the Ministry of Health on funding model reform, and advocated for a funding model that is timely, sustainable, equitable, and transparent. Most significantly, the Association secured an additional inflationary lift of nine per cent for the first half of 2022-23. BCCPA thanks our funding model task force for their ongoing insights and support.

Thank you to our Funding Task Force members:

- **Hendrik Van Ryk**, H&H Total Care Services
- **Aly Devji**, Langley Lodge
- **Rizwan Gehlen**, CareFree Manor
- **Al Jina**, Park Place Seniors Living
- **Karen Biggs**, Menno Place
- **Gavin McIntosh**, The Care Group
- **Ron Pike**, Elim Village

PROGRAMS

BENEFITING OUR MEMBERS

BCCPA and EngAge BC run many successful programs to serve our members. Below are some of the highlights.

EquipCare BC

Funded through the B.C. Ministry of Health, the \$8 million-dollar EquipCare BC program efficiently managed by the Association has brought vital infrastructure and infection control enhancements to publicly funded long-term care and assisted living operators across the province.

The most funded EquipCare BC purchases were:

- Mobility assistance equipment
- Hygiene equipment
- Prevention or urgent response items
- Furniture
- Temperature controls



"I am so glad BC Care Providers are administering this process again. It is smooth, straightforward, and transparent." – Augustine House

"We have been impressed by EquipCare BC's straightforward and efficient application and funding process, combined with BCCPA's responsive customer service." – George Derby Centre



PROGRAMS

Energy Savings Program

BCCPA's Energy Savings Program is conducted in partnership with FortisBC. Through this program the Association finds ways to substantially lower energy costs through targeted retrofits of mechanical and electrical systems. The program also helps operators maximize utility and government incentives to help reduce up-front capital costs.

This year, we:

- Partnered with the University of British Columbia to conduct research on developing high efficiency low carbon heating and cooling systems to serve as a guide for newly constructed buildings.
- Held quarterly webinars to educate operators on their energy savings options.
- Worked with 38 operators.
- Helped members achieve \$60,000 rebate dollars.
- Assisted our members to reduce their natural gas consumption by 5941 gigajoules.

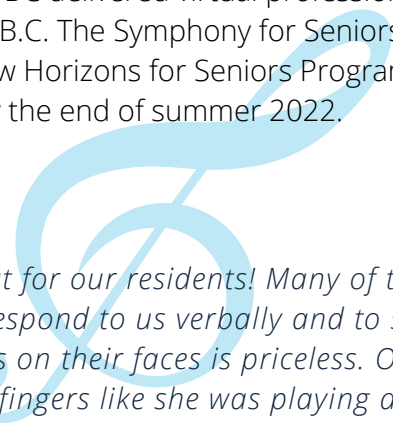


Symphony for Seniors Program

Together with the Health Arts Society (BC), BCCPA and EngAge BC delivered virtual professional music program to seniors' living and care communities across B.C. The Symphony for Seniors project was funded in part by the Government of Canada's New Horizons for Seniors Program. The Association received applications to entertain 4,762 seniors by the end of summer 2022.

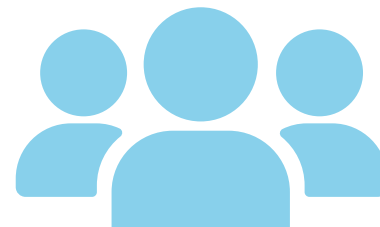


"The Symphony for Seniors Program has been great for our residents! Many of the residents with advanced dementia do not always respond to us verbally and to see them listening, swaying to the music and the smiles on their faces is priceless. One resident who was a piano teacher was moving her fingers like she was playing along. The music has a calming effect on many and it's just wonderful to see that so many are benefitting from this program. Thank you." - Kiwanis Care Centre



TRAINING

GROWING THE WORKFORCE



Finding the Right People for the Job

HCA Training Program

With funding provided by the Government of Canada, through the Community Workforce Response Grant and the Workforce Development Agreement, BCCPA played an active role in training HCAs across the province in 2022.



This year, 50 students graduated from Kamloops, Salmon Arm, North Island, South Okanagan, West Kootenays, Nanaimo, Kelowna and Vernon regions. 106 additional students from Kelowna, Vernon, Nanaimo, and North Okanagan regions began training in 2022 and are set to graduate in 2023.

New training grants were secured for 52 more students in the Kelowna, Nanaimo, Parksville, South Okanagan and West Kootenays regions. Training will begin in late 2022.

Thank you to our training partners, Discovery Community College, Stenberg College and SafeCare BC.



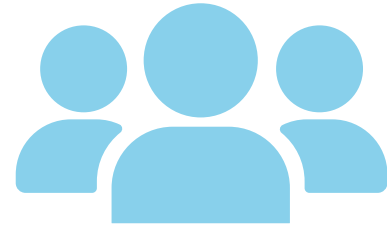
"Without the funding and support, completing this course would never have been a possibility. As soon as I finished school, I was able to find a part-time job and start immediately working with seniors in my community." - Caroline S.

"This success in my life is one of the greatest gifts I have received in my professional career. Now that I've graduated as a Health Care Assistant, I have a full-time career at Mission Creek Landing." - Glenda Lyn T.



TRAINING

GROWING THE WORKFORCE



Therapeutic Recreation Assistants (TRA) Training Program

With funding provided by the Government of Canada, through the Community Workforce Response Grant and the Workforce Development Agreement, the first Therapeutic Recreation Assistant program launched in May 2022. With training through Stenberg College, the 47-weeklong program is expecting 12 graduates in Spring 2023 from Central & Southern Island, Northern BC, East & West Kootenays and Interior regions.

Home and Independent Living Training (HaIL) Program

With support from the Ministry of Advanced Education and Skills Training, EngAge BC launched the Home and Independent Living (HaIL) program in 2021 – a pilot program initiative providing free training to those seeking rewarding new careers as home health companions or hospitality workers in independent living. By April 2022, there were 63 graduates, whom we continue to match with employers. EngAge BC is seeking funding opportunities for the program to continue.



Katheleen M., HaIL graduate

"The HaIL Program gave me invaluable tools on both a personal and professional level. The education was inestimable and left me with a more refined sense of purpose that I know will always be present when offering service to others." - Katheleen M.

ADVOCACY & MEMBER ENGAGEMENT

This year, BCCPA led the charge in federal and provincial advocacy aimed at important issues, such as the HHR crisis.

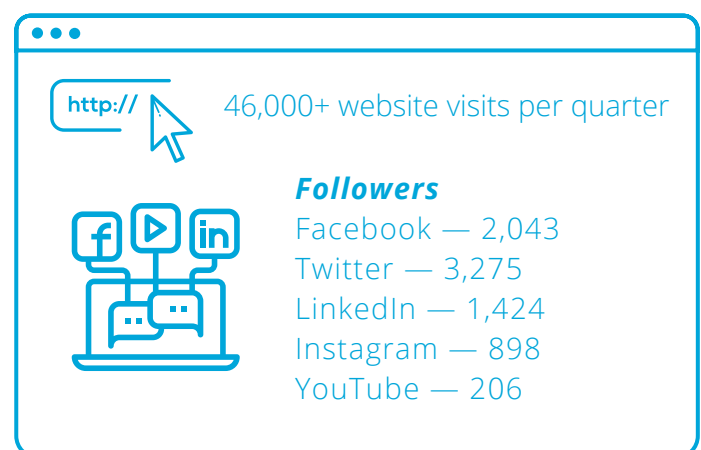
Advocacy highlights


- Significant improvements made to streamline immigration pathways for internationally educated healthcare professionals and to recognize credentials.
- Regular meetings with the Health Sector Working Group.
- Strong relationships with Ministry of Health leadership, Public Health, health authority representatives and other Associations.
- Meetings on the health human resource crisis with Federal Ministers of Immigration, Employment and Seniors.
- Meetings with federal government Pacific Caucus members

Member engagement efforts

- First annual BCCPA and EngAge BC member survey.
- Quarterly home health roundtables, to hear from home health care operations.
- Three regional roundtable events for independent living members.
- Regional meetings to discuss health human resource issues.
- Regular "sector update" emails that include "behind the scenes" reports on our advocacy
- Member-only correspondence through the M365 platform.

Website and Social Media statistics at a glance...





ENGAGE BC

THE VOICE OF B.C.'S HOME HEALTH AND INDEPENDENT LIVING SECTOR

About EngAge BC

Established in 2019, EngAge BC has a mandate to support the distinct needs of private pay independent living, assisted living, long-term care, and home health care operators. EngAge BC is responsible for operating a suite of unique programs and marketing initiatives that support member sites across the province.

Member Council & Home Health Committee

Developed to provide guidance and direction to EngAge BC, the Member Council meets on a regular basis to provide feedback and support to staff on advocacy, programs and learning opportunities. This spring, the Council met to hold a Strategic Priority Setting session, in efforts to refocus following the worst of the COVID-19 pandemic.

EngAge BC's home health committee reports into the Member Council and represents the needs of home health operators.

Thank you to our EngAge BC Member Council

Ron Pike, Elim Village, EngAge BC Chair
Jackie Reiners, Augustine House, Vice-Chair
Kris Coventry, Trillium Seniors Living
Stasia Hartley, Bayshore Home Health
Riz Gehlen, Care Free Manor

Celeste Mullin, Golden Life Management
Michael Neumann, Verve Senior Living
Sharon Ranalli, Chartwell Retirement Residences
Lina Saba, Park Place Seniors Living

ENGAGE BC HIGHLIGHTS

EngAge in Conversation

This spring, EngAge BC launched **EngAge in Conversation**, a new webinar series featuring insightful presentations and compelling speakers on the topic of independent living.

Sessions provide operators with up-to-date business intelligence, and information on market and consumer trends. Over the last year, the following sessions were held:

- **Behind the Curtain of 'Internalized Ageism' and How it Impacts Marketing & Census**, 3rdThird Marketing
- **The Future of Wellness in Senior Living**, Colin Millner, International Council on Active Aging CEO
- **Road Map to the Future: Understanding today's trends and tomorrow's demands in seniors living**, Rita Thibault, Principal of Westbridge Group
- **Recruitment Pitfalls to Avoid**, Greenhouse Marketing

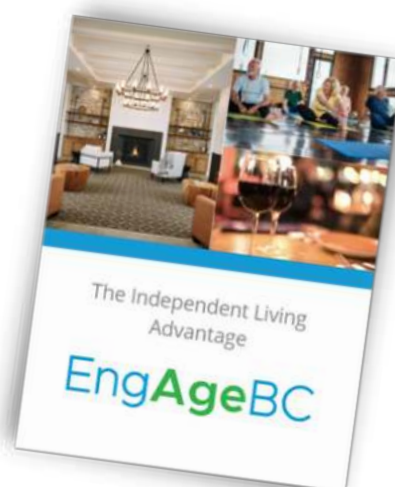
Networking & Member Relations

In March, EngAge BC held an independent living reception at the Terminal City Club, where members had the opportunity to network and learn more about upcoming events and initiatives.

Staff also held three roundtable events throughout the province, to hear from independent living members about the challenges and opportunities they are experiencing. Additionally, EngAge BC held quarterly roundtable events, open to all home health members.

The Independent Living Advantage

EngAge BC recently released the foundational paper The Independent Living Advantage. The document is intended to guide EngAge BC's direction and advocacy over the coming years and provides a comprehensive overview of the independent living landscape in B.C. and the many health and quality of life benefits, which can be attributed to the independent living model.



ENGAGE BC HIGHLIGHTS



Seniors Living Expo

This November, EngAge BC produced the inaugural Seniors Living Expo & Job Fair, Western Canada's largest event for older adults (65+) and their family members.

Held at the Vancouver Convention Centre (East), the event included 113 exhibitors, and saw attendees explore the very best in seniors living and wellness. EngAge BC partnered with Corus Media and Glacier Media to promote the event, as well as to make the public aware of the ways in which seniors living and wellness operators can help seniors live well.

Assurity

Launched in summer 2021, Assurity makes it easier for seniors and their families to choose a home health or independent living organization that meets or exceeds the industry standard. There was great pick up among independent living and home health service providers who have completed the Assurity Certification process.



The Assurity brand was profiled prominently at the Seniors Living Expo.



Route 65

EngAge BC has continued to optimize Route 65, a free, online tool that helps connect seniors and their family members with the services offered by B.C.'s leading operators of independent living, assisted living, long-term care, and home health care. On Route 65, seekers can find more information on independent living, assisted living, long-term care, and home health care options across B.C.

As of October 2022, Route 65 includes 347 listings.

2022 TOP STORIES

The Association continues to strengthen its commitment to advocate for B.C.'s continuing care sector through media awareness. Below are this year's top stories.

- BCCPA issues statement on visitation guideline changes for long-term care and assisted living
- New supports for IENs: BCCPA's advocacy for simplifying pathways for IENs recognized by B.C. government
- BCCPA responds to Canada's 2021 census report on the growing aging population
- Terry Lake: Climate change and aging demographic are our country's twin existential threats —op-ed published in the Vancouver Sun
- Terry Lake and Jodi Hall: Canada's long-term health care sector on track for a significant crisis —op-ed published in the Vancouver Sun
- Formalized Family and Resident Councils: BCCPA advocates for better partnerships between homes, residents, and families
- The University of British Columbia releases long-term care pandemic recommendations report, in collaboration with BCCPA
- EngAge BC's Seniors Living Expo & Job Fair amplified through campaigns with Global BC, CKNW, Vancouver Sun and Glacier Media
- B.C. Budget 2022: BCCPA calls for more funding to support staffing and infrastructure improvements



February is Families Month' campaign

This February, BCCPA and its member organizations recognized the important role of families and other beloved companions of seniors in care and those being supported at home.

The campaign was included radio commercials and acknowledged the important role of families in supporting seniors and the workforce which cares for them. It culminated in the announcement of a new Care Awards category – the Family Champion Award, provided to Broadcaster Lynda Steele.



Contact

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EngAge BC

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THANK YOU TO OUR SPONSORS!

Seniors Living Expo & Job Fair

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Bronze Sponsors



2022 Annual Conference

Title Sponsor



Gold Sponsors



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Conference Welcome Visa Sponsor



Silver Sponsors



Session Sponsors



2022 - 2023 Care to Chat

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8th Annual BC Care Awards

Reception



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Your Recruitment Partner





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